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(54) Title: A TELEVISION EVENT MARKING SYSTEM

(57) Abstract

A system for bookmarking viewer selected TV broadcast events and displaying a set of associated internet locations or website hotlinks, comprising the selection of a set of broadcast events using a remote control, and storing a set of event-identifier data associated with the set of selected broadcast events in an activity table, and then generating a set of associated internet locations or website hotlinks by comparing the set of event identifiers with a database of TV schedules, events and company information. The generated set of associated internet locations or website hotlinks can then be used by viewer for access to and display of the selected internet locations associated with the set of selected broadcast events.

